

Message Text

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ACTION EB-08

INFO OCT-01 EA-09 ISO-00 EUR-12 AID-05 CIAE-00 FRB-01

INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06

SP-02 LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-04

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FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 7261

INFO USDOC WASHDC

UNCLAS TOKYO 6116

E.O. 11652: N/A

TAGS: ETRD, EIND, JA, XG

SUBJECT: JAPANESE AUTOMOBILE PRODUCTION: OPPORTUNITY FOR U.S. FIRMS
TO BECOME OEM SUPPLIERS

REF: TOKYO A-144, 4/21/76

1. DURING THE PAST SIX MONTHS, JAPAN HAS BEEN UNDER PRESSURE FROM THE EUROPEAN COMMUNITY TO "DO WHAT IT CAN" TO HELP RECTIFY THE IMBALANCE IN EC/JAPANESE TRADE. RECENTLY, IN AN ATTEMPT TO IDENTIFY POSSIBLE OVERSEAS OEM SUPPLIERS FOR THE AUTO INDUSTRY, A BUYING MISSION ORGANIZED BY THE KEIDANREN (THE FEDERATION OF ECONOMIC ORGANIZATIONS) AND THE JAPAN AUTOMOBILE MANUFACTURERS ASSOCIATION(JAMA) AND COMPOSED OF REPRESENTATIVES FROM EACH MAJOR MANUFACTURER, VISITED BOTH FRANCE AND THE UNITED KINGDOM. THE COMPANIES VISITED, THE TYPES OF PRODUCTS THEY MANUFACTURE, AND NAMES AND ADDRESSES OF THE JAPANESE MISSION MEMBERS ARE SET FORTH IN THE SUCCEEDING PARAGRAPHS. ALTHOUGH THE MISSION WAS UNDOUBTEDLY PARTIALLY UNDERTAKEN AS A POLITICAL GESTURE, WE BELIEVE THE TRIP WAS EDUCATIONAL AND SERVED TO REMIND JAPANESE FIRM OF SOME OF THE POSSIBLE ADVANTAGES OF OVERSEAS PROCUREMENT.

2. THE EMBASSY RECOMMENDS THAT U.S. MANUFACTURERS OF SIMILAR
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QUALITY PRODUCT LINES BE ALERTED TO THESE POSSIBILITIES; MOREOVER, SHOULD ANY REPRESENTATIVES OF U.S. FIRMS PLAN TRIPS TO JAPAN, THE EMBASSY AND CONSULATES WOULD BE PLEASED TO ARRANGE APPOINTMENTS WITH APPROPRIATE JAPANESE COMPANY EXECUTIVES.

3. THE MISSION VISITED FRANCE FROM MARCH 5 TO MARCH 20. FRENCH FIRMS VISITED AND THEIR PRODUCT LINES ARE AS FOLLOWS:

KLEBER--TIRES
CALORSTAT--THERMOSTATS
AUTO CHIMIE--PLASTIC PRODUCTS
EYQUEM--SPARK PLUGS
DUCELLIER--ELECTRICAL COMPONENTS
FERODO--BRAKES, CLUTCHES
CIBIE--LAMPS
ALLINQUANT--SHOCK ABSORBERS
PARIS-ROHNE--ELECTRICAL COMPONENTS
PHONE-POULEC--EMISSION CONTROL DEVICES
MICHELIN--TIRES

4. THE MISSION VISTED THE U.K. MARCH 20 TO APRIL 9 AT THE
INVITATION OF BRITISH MOTOR MANUFACTURERS AND THE GOVERNMENT'S
OVERSEAS BOARD OF TRADE. BRITISH FIRMS VISITED AND THEIR PRODUCT
LINES:

CAM GEARS--STEERING COMPONENTS
ASSOCIATED ENGINEERING--PISTONS
BSG INTERNATIONAL WINGARD--SEAT BELTS
SMITHS INDUSTRIES--ELECTRICAL PARTS
PERKINGS ENGINES--DIESEL ENGINES
ARMSTRONG PATENTS--SHOCK ABSORBERS
MINTEN--BRAKE LININGS
FERODO--BRAKE LININGS
LEY'S MALLEABLE CASTINGS--MALLEABLE CASTINGS
A.C. DELCO--ELECTRICAL COMPONENTS
GKN VANDERVEL PRODUCTS--METAL AND STEEL COMPONENTS
WILMOT BREEDEN--BUMPER
LUCAS INDUSTRIES--ELECTRICAL COMPONENTS
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KANGOL MAGNET--SEAT BELTS
KAPWOOD--SEAT CLOTH
DUNLOP--TIRES AND RUBBER PRODUCTS
AUTOMATIVE PRODUCTS--BRAKES, STEERING COMPONENTS
TRW CLIFFORD--STEERING HANDLES

5. THE JAPANESE MISSION MEMBERS, THEIR TITLES AND COMPANY
AFFILIATIONS

AND ADDRESSES ARE AS FOLLOWS:

HIDETARO MORI, SENIOR MANAGING DIRECTOR, TOYOTA MOTOR (MISSION
DIRECTOR TO FRANCE ONLY)

1 TOYOTA-MACHI, TOYOTA-SHI, AICHI-KEN

MASAO NEMOTO, MANAGING DIRECTOR, TOYOTA MOTOR (MISSION DIRECTOR
TO U.K. ONLY)

1 TOYOTA-MACHI, TOYOTA-SHI, AICHI-KEN

MASATAKE MURATA, DIRECTOR, PURCHASING DEPT., MITSUBISHI
MOTOR (MISSION DEPUTY DIRECTOR TO FRANCE AND U.K.)

33-8, SHIBA 5-CHOME, MINATO-KU, TOKYO

KENTARO ITOH, MANAGER, PROCUREMENT DEPT., NISSAN MOTOR

17-1, GINZA 6-CHOME, CHUO-KU, TOKYO
YASUO ITOH, MANAGER, PURCHASING CONGROL DEPT., TOYOTA MOTOR
1 TOYOTA-MACHI, TOYOTA-SHI, AICHI-KEN
JUNROKU YOKOTA, MANAGER, PURCHASING DEPT., TOYO KOGYO
3-1, SHINCHI FUCHU-MACHI, AKI-GUN, HIROSHIMA-KEN
HIROSHI KASHIWABARA, ASSISTANT MANAGER, DESIGN CONTROL DEPT.,
NISSAN MOTOR
17-1, GINZA 6-CHOME, CHUO-KU, TOKYO
TSUNEO SHIMA, MANAGER, MATERIAL PURCHASING DEPT., FUJI HEAVY
INDUSTRY
27-1, KANAYAMA-MACHI, OHTA-SHI, GUNMA-KEN
RYOHEI UCHIYAMA, MANAGER, MATERIAL PURCHASING DEPT., HONDA MOTOR
27-8, JINGUMAE 6-CHOME, SHIBUYA-KU, TOKYO
KINYA SHINOMIYA, PURCHASING DEPT., JAPAN AUTOMOBILE
MANUFACTURERS' ASSOCIATION (MEMBER TO U.K. ONLY)
6-1, OHTA-MACHI 1-CHOME, CHIYODA-KU, TOKYO
YUZO NAWANO, MANAGER, PURCHASING DEPT., ISUZU MOTOR
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(MEMBER TO U.K. ONLY)
22-10, MINAMI-OI 6-CHOME, SHINAGAWA-KU, TOKYO
MICHIO HATTORI, MANAGER, PARTS PURCHASING DEPT., MITSUBISHI
MOTOR (MEMBER TO U.K. ONLY)
33-8, SHIBA 5-CHOME, MINATO-KU, TOKYO
SHOESMITH

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Message Attributes

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Sent Date: 27-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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